

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

July 9, 2013

4:00 – 6:00 p.m.

AMPAS Pickford Center

1313 Vine Street, Los Angeles, CA 90028

Officers and Directors Present

Carol Massie, President, McDonald's Restaurants

Duke Gallagher, Treasurer, The Production Group

Elizabeth McDonald, Secretary, Los Angeles Film School

Fabio Conti, Fabiolus Cucina

Charles Eberly, The Eberly Company

Brian Folb, Paramount Contractors

Kitty Gordillo, Hollywood Wilshire YMCA

Melissa Logan, Amoeba Music

Katie Seymour, Windsor Communities

Mike Smith, Broadreach Capital

Absent

Harout Markarian, Western Diocese of the Armenian Church

Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

Fred Rosenthal, Ametron

Arthur Stroyman, Kilroy Realty Corp.

James Haydu, Hollywood Farmer's Market (Advisory Member)

Consultants

Sarah Besley, Executive Director

Kerry Morrison, Hollywood Property Owners Alliance

Joseph Mariani Jr., Hollywood Property Owners Alliance

Joe Salazar, Andrews International

Steve Seyler, Andrews International

Devin Strecker, Hollywood Property Owners Alliance

I. Call to Order

President Carol Massie called the meeting to order at 4:12 p.m.

II. Public Comment and Introductions

There were no comments from the public.

III. Approval of Board Minutes

A. Minutes from June 11, 2013

Copies of the minutes were distributed to the board.

It was moved by Mike Smith, seconded by Katie Seymour and CARRIED to approve the Minutes from the June 11, 2013 meeting. The minutes were approved unanimously.

IV. Treasurer's Report

- A. **Approve Treasurer's report ending May 31, 2013:** A reconciliation report, cash flow statement, balance sheets, and a detailed delinquency report were distributed to the board. According to the cash flow statement the BID is scheduled to have about \$57,000 remaining at the end of the year. Gallagher reported that he has set up an account for CHC Marketing Co-op, which will be used mostly for items pertaining to Sunset & Dine.

It was moved by Mike Smith, seconded by Kitty Gordillo and CARRIED to approve the Treasurer's Report.

- B. **Report back from meeting on June 24:** Besley reported that the Financial Working Group, comprised of Duke Gallagher and Kitty Gordillo met with HPOA staff last month to review our assessment revenue situation (notably the delinquencies from LAUSD) and identify a plan for issuing checks in the event Duke leaves on vacation. One of the outcomes of the meeting included requesting a bid from RBZ to track assessments from all prior years – going back to 2007 – just to ensure that delinquent assessments are being recorded to prior years.
- C. **Delinquency report & LAUSD payment reduction:** A detailed delinquency report and summary sheet were distributed to the board. Mariani stated that although newly rezoned parcels owned by LAUSD were added to the assessment role, LAUSD has implemented a policy whereby they pay approximately 37% of their total assessment. Overall, at the time of the meeting, it seemed as though the discount would result in a net loss of around \$22,788 from the current year's budget.

The board discussed several strategies for retrieving the funds, including approaching the City Attorney's Office. As an initial step, Besley recommended bringing this to the attention of the BID Consortium on July 25th to identify the other BIDs impacted by this reduction. An update will be given at the next board meeting.

V. Committee & Program Reports

A. **Security Committee**

1. **LAPD/Metro video camera program:** Mariani reported that in response to the board's request, he contacted Metro Video to help identify when the repeater was removed from the Sunset Media Center. According to Jim Sage, it appeared from tapes as though most of the cameras went down around April 23, which is approximately a month before staff was made aware. The security committee will be discussing the value of the camera system, given the investment needed for upgrades, at their next meeting.

B. **Marketing and Communications**

1. **Recap of Sunset & Dine:** Strecker presented a preliminary budget from Sunset & Dine and reported that several checks have yet to be deposited. It is expected that the event will net approximately \$4,000 once all checks are collected and remaining bills paid. The surplus will be set aside for next year's event.

C. **Streetscape**

1. **Next Meeting:** Besley stated that the committee will be meeting on July 23 at 10 a.m. and a location is still pending.
2. **Update on Metro grant funds:** Besley reported that the Bureau of Street Services has agreed to serve as the administrator of the grant since a city department is needed to serve as a sponsor. HPOA consultant, Kip Rudd, has identified the files which had belonged to the CRA and the next step will be a meeting with the involved parties. As a reminder, the grant funds are for the removal of Ficus trees, replacement of new trees, and repair of the Walk of Fame.

D. Nominating Committee

1. **Vacancies on board of directors:** Gordillo reported that Sassanian and Given have both resigned from the board. She said that Chris Barton at Sunset Gower Studios will be putting forth a candidate to replace Sassanian, and CIM will be suggesting a new candidate as well. Gordillo said if any board members have additional candidates to submit, to let the committee know as they would like to fill the vacancies in the Fall.

VI. Old Business

- A. **Update on Arts District ruling and general vs. specific benefits issue:** Besley reported that with the court ordered dissolution of the Arts District BID, stakeholders in that area have expressed desire for a new BID and community meetings are underway. The statewide CDA task force on general vs. specific benefits is continuing to discuss various legislative strategies to clarify the definitions of benefits.
- B. **Parking issues update:** Morrison stated that she met with new city councilmember O'Farrell regarding the Valet Parking Ordinance. Securing final approval of this ordinance thru City Council is still the plan.
- C. **Lavan case:** Morrison reported that she had discussed the outcome of the Lavan case with City Attorney Feuer. The court's decision, which allows the storage of personal belongings on the sidewalk, has created confusion within Skid Row as well as throughout the city. Morrison will update the board as to any decisions or actions taken by the City Attorney's office in the coming months.

VII. Staff Reports

- A. **Joint BID Annual Meeting:** Besley reported that the annual meeting will take place in the first week of August. Staff is currently searching for a location, but they have reached out to several developers (including Kilroy, CIM and Claret) who have offered to participate on a panel. Staff from the City Planning Department have also agreed to participate by providing an overview of the Consolidation Plan.
- B. **Hollywood 4WRD "top 14:"** Morrison made a presentation of case studies from Hollywood of the most chronic homeless individuals in need of assistance, and the failure of the mental health system. Hollywood 4WRD has compiled a list of the top 14 most in need of services to get off the streets. Seyler added that BID security is maintaining a database with files, video and documentation of contacts with these individuals. Morrison said one of the main issues is the need for sustained mental health treatment.
- C. **BID Consortium Working Group:** Besley stated that the BID Consortium heard a presentation from Dr. Don Shoup, from UCLA, and Mott Smith, from Civic Enterprises, regarding the illegal use of disabled parking placards throughout the city – especially areas in downtown and Westwood. Both Shoup and Smith have offered to work with a group of BID representatives to try advocate for better enforcement mechanisms.

- D. **City controller's audit of BID Trust Fund:** Besley said that City Controller Wendy Greuel had audited the BID Trust Fund, which is the fund where BID assessments are collected, and stated that the program didn't properly recover the costs associated with running the program. The BID Consortium strongly disagrees with the position, given the massive amount of benefits the city receives, and plans to address the matter during its Day at City Hall in September.
- E. **Christine Calderon Memorial Service:** Morrison reported that the Chamber Foundation raised about \$4,000 for the family of Christine Calderon to assist with the funeral and memorial service. She thanked the various board members that have contributed.

VIII. Next Meeting

The board elected to take a hiatus in August, with the exception of the annual meeting on August 6, and reconvene in September.

IX. Adjournment

The meeting was adjourned at 5:50 p.m.